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Regional Sales Manager

About Bright Ascension

We are a fast growing, innovative company changing the way that software is developed in the space industry. With customers across the world, ranging from universities and space agencies, to commercial organisations and start-ups, our core technologies enable our customers to develop and operate space-based systems and services faster, cheaper and more reliably. Innovation is at the heart of what we do and it is our team which drives that innovation; this is reflected in our commitment to employee ownership, which gives all of us a voice, and a stake, in our current and future success. With offices in Dundee, Edinburgh and Bristol we now have over 40 members of staff and plans to expand to a team of around 50 over the next 12 months. We are at a very exciting time in our ambitious growth plans and have fantastic opportunities for talented individuals to join our team.

Job summary

We are looking for an ambitious and self-driven Regional Sales Manager to join our team in this newly created role to help us deliver the next chapter of growth. This role plays a key part in our growth strategy and will be responsible for identifying and converting new business opportunities within defined market sectors and regions. Although there will be support in the business in the form of marketing activity and lead generation, the successful candidate must be a self-starter and create new opportunities and leads using their own skills and talents. The successful candidate will have a proven track record of meeting or exceeding sales targets and goals, as well as demonstrating adaptability, creativity and a passion for innovation.

The role requires regular interaction with Directors and Senior Managers of Customers and other companies. With the support of training and development, the Regional Sales Manager will be expected to have a detailed knowledge of the areas of industry in which they are directly involved and a broad grasp of issues facing other parts of the business, sufficient to allow informed discussions with others.

Regional Sales Manager responsibilities:

You will be expected to acquire new customers in a specified geographical area and/or business sectors that generate contracted revenues in line with targets. It is anticipated that 100% of activity will be spent on acquiring new customers.

- Identification of prospects that meet certain qualification criteria.
- Establishing clear client needs and solutions identifying clear differentiation from the competition.
- Establishing initial contact with these prospects and representing the company at promotional events.
- Leading and managing the company's sales process with each prospect with the objective of gaining a contract to supply the companies services.

- Ensure that new contracts fulfil particular criteria specified by the Commercial team and entered onto the CRM system accurately.
- Creation and management of Key Account Management Plans.
- Ensure that all contracts fulfil particular criteria specified by the Commercial team.
- Ensuring that customers are satisfied with the service provided to them.
- Produce monthly reporting of sales forecast information.
- Develop and maintain a thorough working knowledge of all products within the BAL business in order to maximise cross selling opportunities and provide best fit applications to the customer.
- Maximise margin on sales by adhering to a predetermined price structure.
- Maintain accurate records i.e. pipelines, prospects, sales contracts and activity in the CRM system.
- Maintain an ongoing understanding of the competition landscape.
- Maintain a clear understanding of the prospect industries along with an ongoing knowledge of fleet and other industry development progress.

We see this role as being full time, although this is negotiable. We would like this role to be based in or within travelling distance of either Dundee or Edinburgh, to allow for regular interaction with the teams responsible for Sales, Marketing, Customer Support, Business Development and Product Management.

Essential skills and experience

We see experience with the following as essential to the job:

- Minimum 5 years selling in a SaaS environment ideally in the space industry.
- Self-starter with a proven record of success in a software sales environment.
- Exhibit a high level of attention to detail in written and verbal communications.
- Possess sound commercial judgement.
- Excellent knowledge of product market areas i.e. space or defence marketplace
- Understanding of the advantages of the utilisation of business systems.
- Customer focussed with the ability to make clear decisions.
- High level of PC literacy with in-depth knowledge of Microsoft Office applications and operating systems.
- In depth knowledge of CRM applications, i.e. Salesforce

Personal skills

We're especially looking for someone who:

- Has outstanding organisational and time management skills.
- Is self-motivated with a “can-do” mindset.
- Works well both independently and in a team as part of a fast-paced technical environment.

- Possesses extremely strong verbal and written communication skills, both for internal and external, customer facing, interactions.
- Has the ability to confidently pitch ideas, products and concepts, irrespective of audience level, whilst maintaining target message.
- Is diligent, creative, and attentive to details.
- Is consistently curious, is interested in learning new skills and is open to new ideas and ways of working.
- Has the flexibility to travel internationally for client meetings and events when required.
- A full clean driving licence.

Desirable skills and experience

We think that the following would definitely be valuable in this role:

- Knowledge of, or exposure to, space systems in either a commercial or academic context.
- Experience in start-up or scale up companies where products are still being developed.

What we can offer you

- A competitive salary in the region of £50,000 pa depending on experience plus commission and bonus, with regular reviews.
- A fantastic opportunity to join a growing, innovative, employee-centred business pushing boundaries in the space industry.
- Flexible hours and hybrid working, enabling you to create your ideal work life balance.
- 36 days paid holiday per annum.
- 6% employer pension contribution.
- Company Sick Pay and Long-Term Sickness cover.
- Death in Service payment.
- As a member of the Bright Ascension team you would have a stake in the business through our Employee Benefit Trust which owns 13% of our business.
- Enhanced maternity, paternity and adoption pay.
- Opportunities for international travel for exhibitions and trade shows.
- Investment in you and your skill development and the opportunity to attend relevant events and conferences to aid career / skill development.
- Company events and regular activities for social engagement and team building.
- An open, supportive, inclusive environment where you can explore your ideas and make a big difference to the product and business.

To apply please send your CV along with a Cover Letter to careers@brightascension.com

All applicants must have the right to work in the UK.

Read more: **www.brightascension.com**